



Virginia Green Lodging Profile:



Holiday Inn Express Norfolk Airport, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Holiday Inn Express

"104 ROOM HOTEL OPENING AUGUST 2009!
Our Norfolk hotel near Norfolk International Airport offers a free airport shuttle! We are three miles from Norfolk International Airport. Centrally located in Hampton Roads with easy access to Norfolk, Virginia Beach, Suffolk, Hampton, Chesapeake, Newport News, Williamsburg. Whether you are coming to Norfolk on vacation or to meet with business prospects, The Holiday Inn Express & Suites Norfolk Airport offers brand new accommodations to give you the best possible stay."

Green Statement: We went green to "do our part for the environment."



CORE ACTIVITIES for Lodging

☑ This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Holiday Inn Express** can expect the following practices:

☑ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Change linens only upon request
- Train house cleaners on process for optional linen service
- Purchase water and energy efficient washers and dryers
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Line dry linens whenever possible

☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Clearly marked recycling bins in the vending areas on all floors
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Instruct housekeeping to save and reuse unopened items
- Have an effective food inventory control to minimize waste
- Purchase locally grown produce and other foods
- Purchase organic and "sustainably-grown" foods
- Do not use Styrofoam
- When disposable containers are used, they are made from bio-based materials, recycled content and/or compostable material
- Use reusable dishware and glassware, and minimize use of disposables
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use menus and table placards as an opportunity to communicate green activities
- Print menus on recycled content paper with soy-based inks
- Use Virginia Green logo to indicate organic, local and sustainable menu selections
- Use screen based ordering system
- Use bulk soap dispensers in public restrooms
- Use high efficiency hand dryers
- Purchase recycled-content paper towels and toilet paper
- Use a last-in/first-out inventory and labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Use integrated pest management (IPM)
- Minimize the use of pesticides and herbicides
- Use a nutrient management plan that minimizes the use of fertilizers



☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - high efficiency dishwashers
 - low flow restrictors on faucets and showerheads
 - low flow toilets
 - automatic faucets or toilets in public restrooms

- Discourage water-based cleanup (sweeping first) and use microfiber technology mops
- Have an effective landscape management plan which utilize drought tolerant species and minimizes lawn areas
- Have an effective stormwater management plan

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an “energy management system” in place to track and meter energy usage
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas

☒ **Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided.

For more information on **Holiday Inn Express Norfolk Airport**, see www.hiexpress.com/norfolkva or contact **Reeva Luecke** at orfex@hmphotels.com or 757-455-5055.

For more information on **Virginia Green Lodging** program, see www.deq.virginia.gov/p2/lodging or go to www.viriniagreentravel.org.



Virginia Green Lodging program is a supporting partner of **Virginia Green**, the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green** is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

